

WHAT IS CLAIMED IS:

1. A multiple packaged good article package comprising:  
a carrier including a base panel and first and second side panels  
extending from opposite sides of the base panel;  
a multiplicity of packaged good articles each including a flexible walled  
bag defining opposing major faces, a top region, and a bottom  
region;  
wherein the multiplicity of packaged good articles are arranged on the  
carrier in an upright, major face-to-major face fashion so as to  
define first and second outermost packaged good articles, each  
having an exposed major face relative to a remainder of the  
packaged good articles, and an interior packaged good article, and  
further wherein each of the bottom regions contact the base panel  
and the first and second side panels extend along a portion of the  
exposed major face of the first and second outermost packaged  
good articles, respectively;  
a handle provided apart from the carrier and extending across the top  
regions of the packaged good articles, from the exposed major  
face of the first outermost packaged good article to the exposed  
major face of the second outermost packaged good article; and  
retaining means for securing the interior packaged good article to the  
outermost packaged good articles.
2. The package of claim 1, wherein the side panels are hingedly secured to  
the base panel.
3. The package of claim 1, wherein the carrier is formed of paperboard.
4. The package of claim 1, wherein the opposing major faces of each of the  
multiplicity of packaged good articles includes a front face and a back face, the  
front face defining an upper portion adjacent the top region and a lower portion

adjacent the lower region, the upper portion including primary indicia designating a trade name of contained product and the lower portion including secondary indicia designating a characteristic of the contained product, and further wherein upon final assembly, the front face of the first outermost packaged good article is the exposed face and the first side panel does not cover the secondary indicia of a first outermost packaged good article.

5. The package of claim 4, wherein the secondary indicia describes a flavor of the contained product.

6. The package of claim 4, wherein upon final assembly, the front face of the second outermost packaged good article is the exposed face and the second side panel does not cover the secondary indicia of the second outermost packaged good article.

7. The package of claim 6, wherein the first and second side panels have a height of approximately 4 inches.

8. The package of claim 1, wherein the bag of each of the multiplicity of packaged good articles displays a bar code symbol, and further wherein upon final assembly, at least a portion of each of the bar code symbols is obscured.

9. The package of claim 9, wherein upon final assembly, the base panel covers at least a portion of each of the bar code symbols.

10. The package of claim 9, wherein the base panel includes an interior surface against which the multiplicity of packaged good articles rest and an exterior surface, the exterior surface including a bar code symbol designating information relating to the multiple packaged good article package.

11. The package of claim 1, wherein a product flavor of the first outermost package good article is different from a product flavor of a second outermost packaged good article.
12. The package of claim 1, wherein the handle is an elongated strip.
13. The package of claim 12, wherein the elongated strip defines opposing first and second end sections, an exterior of which is coated with an adhesive.
14. The package of claim 13, wherein the elongated strip is configured such that upon final assembly, the first end section is adhered to the first side panel via the coated adhesive, and the second end section is adhered to the second side panel via the coated adhesive.
15. The package of claim 13, wherein the elongated strip is configured such that upon final assembly, the first end section is adhered to the exposed major face of the first outermost packaged good article via the coated adhesive and the second end section is adhered to the exposed major face of the second outermost packaged good article via the coated adhesive.
16. The package of claim 13, wherein the elongated strip is characterized as being transparent at the first and second end sections.
17. The package of claim 16, wherein the elongated strip further defines an intermediate section between the first and second end sections, at least a portion of the intermediate section including indicia.
18. The package of claim 17, wherein the elongated strip is characterized by the absence of paper.
19. The package of claim 17, wherein the elongated strip includes:  
a transparent top film layer;

an adhesive layer disposed along a back side of the top film layer; and  
a transparent liner film layer adhered to the adhesive layer opposite the  
top film layer, the liner film layer having a length less than a  
length of the top film layer such that the adhesive layer is exposed  
at the first and second end sections.

20. The package of claim 19, wherein the indicia is printed on a front side of the top film layer.

21. The package of claim 13, wherein the elongated strip has a width of approximately 2 inches.

22. The package of claim 1, wherein the bag of each of the multiplicity of packaged good articles further defines opposing side regions extending between the opposing major faces such that upon final assembly, the opposing side regions extend in a generally perpendicular fashion relative to the base panel, and further wherein, the retaining means includes a tape strip adhered to, and extending between, the opposing side panels such that the tape strip extends across at least one of the opposing side regions of each of the packaged good articles.

23. The package of claim 22, wherein the tape strip is adhesively secured to at least one of the side regions of each of the packaged good articles.

24. The package of claim 22, wherein the tape strip is transparent.

25. The package of claim 22, wherein the tape strip is a tearable tape strip.

26. The package of claim 22, wherein the tape strip includes a first section extending across a first side region of each of the packaged good articles and a second section extending across a second side section of each of the packaged good articles.

27. The package of claim 1, wherein the retaining means includes an adhesive element securing major faces of adjacent packaged good articles to one another.
28. The package of claim 27, wherein the adhesive element is glue.
29. The package of claim 27, wherein the adhesive element is double-sided tape.
30. The package of claim 27, wherein the retaining means includes a plurality of adhesive elements separately securing major faces of adjacent pairs of packaged good articles to one another, respectively.
31. The package of claim 1, wherein the bag of each of the multiplicity of packaged good articles has a filled height of at least 6 inches.
32. A multiple packaged good article package comprising:  
a multiplicity of packaged good articles arranged in a major face-to-major face fashion so as to define a product array, the product array defining a top, a bottom, a front, a back, and opposing sides;  
a carrier including a base panel and first and second side panels extending from opposite sides of the base panel;  
wherein the bottom of the product array is positioned on the base panel, the first side panel extends along a portion of the front of the product array, and the second side panel extends along a portion of the back of the product array;  
a handle provided apart from the carrier and extending across the top of the product array, from the front of the product array to the back of the product array; and  
retaining means for securing a first one of the packaged good articles to an adjacent, second one of the packaged good articles.

33. The package of claim 32, wherein the retaining means includes at least one component apart from the carrier and handle.
34. The package of claim 32, wherein the multiplicity of packaged good articles each include a similarly formed package selected from the group consisting of a flexible bag, a rigid pouch, a box, a canister, a can, and a bottle.
35. The package of claim 34, wherein upon final assembly, adjacent ones of the multiplicity of packaged good articles contact one another.
36. The package of claim 35, wherein each of the packaged good articles includes opposing major faces, a top and a bottom, and further wherein, upon final assembly, the bottoms of the packaged good articles abut the base panel.
37. The package of claim 35, wherein upon final assembly, a major face of one of the multiplicity of packaged good articles abuts the base panel.
38. The package of claim 34, wherein each of the packaged good articles includes an outer package having a filled volume of at least  $216 \text{ cm}^3$ .
39. The package of claim 34, wherein each of the multiplicity of packaged good articles includes an outer package having a height of at least 6 inches.
40. The package of claim 32, wherein the carrier is paperboard-based and the handle is plastic-based.
41. The package of claim 32, wherein each of the multiplicity of packaged good articles includes opposing front and back major faces, the front major face defining an upper portion including primary indicia designating a trade name of contained product and a lower portion including secondary indicia designating a characteristic of the contained product, and further wherein upon final assembly,

the front major face of the first packaged good article forms the front of the product array and the first side panel does not cover the secondary indicia of the first packaged good article.

42. The package of claim 41, wherein the secondary indicia describes a flavor of the contained product

43. The package of claim 41, wherein the back of the product array is formed by the front major face of a third packaged good article, and the second side panel does not cover the secondary indicia of the third packaged good article.

44. The package of claim 32, wherein each of the multiplicity of packaged good articles includes an outer package displaying a bar code symbol, and further wherein upon final assembly, at least a portion of each of the bar code symbols is obscured.

45. The package of claim 44, wherein upon final assembly, the base panel obscures at least a portion of each of the bar code symbols.

46. The package of claim 32, wherein the base panel includes an interior surface and an exterior surface, the exterior surface including a bar code symbol providing information relating to the multiple packaged good article package.

47. The package of claim 32, wherein the handle is an elongated strip.

48. The package of claim 47, wherein the elongated strip defines opposing first and second end sections, an exterior of each of which is coated with an adhesive.

49. The package of claim 48, wherein the elongated strip is configured such that upon final assembly, the first end section is adhered to the first side panel

via the coated adhesive, and the second end section is adhered to the second side panel via the coated adhesive.

50. The package of claim 48, wherein the elongated strip is configured such that upon final assembly, the first end section is adhered to the front of the product array via the coated adhesive, and the second end section is adhered to the back of the product array via the coated adhesive.

51. The package of claim 48, wherein the elongated strip includes:  
a transparent top film layer;  
an adhesive layer disposed along a back side of the top film layer; and  
a transparent liner film layer adhered to the adhesive layer opposite the top film layer, the liner film layer having a length less than a length of the top film layer such that the adhesive layer is exposed at the first and second end sections.

52. The package of claim 32, wherein the retaining means includes a tape strip adhered to and extending between the first and second side panels such that the tape strip extends across at least one of the opposing sides of the product array.

53. The package of claim 52, wherein the tape strip is transparent.

54. The package of claim 32, wherein the retaining means includes an adhesive element securing major faces of adjacent packaged good articles to one another.

55. The package of claim 54, wherein the adhesive element is double-sided tape.

56. A method of assembling a multiple packaged good article package, the method comprising:



providing a carrier including a base panel and first and second side panels extending from opposite sides of the base panel;  
arranging a multiplicity of packaged good articles in a major face-to-major face fashion to define a product array defining a top, a bottom, a front, a back, and opposing sides;  
placing the bottom of the product array on the base panel;  
positioning the side panels relative to the base panel such that the first side panel extends along a portion of the front of the product array and the second side panel extends along a portion of the back of the product array;  
securing adjacent ones of the multiplicity of packaged good articles to one another; and  
extending a handle from the front of the product array to the back of the product array across the top of the product array, wherein the handle is provided apart from the carrier.

57. The method of claim 56, wherein each of the multiplicity of packaged good articles includes an outer package defining major faces, a top region, and a bottom region, and further wherein the bottom of the product array is defined by a combination of the respective bottom regions.

58. The method of claim 57, wherein the outer package of each of the multiplicity of packaged good articles is a flexible bag.

59. The method of claim 56, wherein each of the multiplicity of packaged good articles includes an outer package defining opposing major faces, a top region, and a bottom region, and further wherein the bottom of the product array is defined by a major face of one of the packages.

60. The method of claim 56, wherein each of the multiplicity of packaged good articles includes an outer package defining front and back opposing major faces, a top region, and a bottom region, the front major face including primary

indicia designating a trade name of contained product and secondary indicia designating a characteristic of the contained product, and further wherein the front of the product array is formed by the front major face of a first packaged good article, and further wherein positioning the first side panel includes ensuring that the first side panel does not cover the secondary indicia of the first packaged good article.

61. The method of claim 60, wherein the primary indicia is formed in an upper half of the front major face and the secondary indicia is formed in a lower half of the front major face.

62. The method of claim 60, wherein the secondary indicia describes a flavor of the contained product.

63. The method of claim 60, wherein the back of the product array is formed by the front major face of a second packaged good article, and further wherein positioning the second side panel includes ensuring that the second side panel does not cover the secondary indicia of the second packaged good article.

64. The method of claim 56, wherein the multiplicity of packaged good articles each include an outer package displaying a bar code symbol, the method further comprising:

obscuring at least a portion of the bar code symbols.

65. The method of claim 64, wherein placing the bottom of the product array on the base panel results in the base panel obscuring at least a portion of the bar code symbol of at least one of the packaged good articles.

66. The method of claim 56, wherein securing adjacent packaged good articles includes extending an adhesive tape along one of the opposing sides of the product array such that the adhesive tape adheres to and connects adjacent ones of the packaged good articles.

67. The method of claim 56, wherein securing adjacent packaged good articles includes adhesively securing a major face of a first packaged good article to a major face of a second packaged good article adjacent the first packaged good article.

68. The method of claim 67, wherein adhesively securing major faces of the first and second packaged good articles includes connecting the major face of the first packaged good article to the major face of the second packaged good article with a double-side tape.

69. The method of claim 56, wherein the handle is an elongated strip defining opposing first and second end sections each having an exposed adhesive coating, and further wherein extending a handle includes:

adhering the first end section to the first side panel; and  
adhering the second end section to the second side panel.

70. The method of claim 56, wherein the handle is an elongated strip defining opposing first and second end sections each having an exposed adhesive coating, and further wherein extending a handle includes:

adhering the first end section to the front of the product array; and  
adhering the second end section to the back of the product array.

71. The method of claim 70, wherein the front of the product array is formed by a major face of a first packaged good article and the back of the product array is formed by a major face of a second packaged good article.